

Residential Advantages In Torrance Are Unsurpassed

Torrance Land Prices and Rentals Low

Oil Boom High Costs Down To Moderate Level Again COSTS ARE REASONABLE Yet a Buyer Gets More For Money Than He Can Elsewhere

The history of Torrance is divided into four parts—pioneer days, war depression, oil boom, and present era of development. Each had its effect on real estate values and rentals.

Prices Now Low

Then the edges of the field were discovered—more than two years ago. The drilling moved out. Demand for dwellings dropped. Prices of land receded from the oil boom peak quotations.

TODAY LAND PRICES AND RENTALS IN TORRANCE ARE UNUSUALLY LOW.

Good lots on improved streets are available in Torrance today from \$600 to \$1900. Some are higher, to be sure, but these are fine lots with improvements all in.

Offers More Value

With values reasonable and rentals on a par with those in other southwestern towns and cities, Torrance still offers more for the money to the property owner—whether he rent or own a large house or a small one.

The Low Tax Rate

He buys his share in parks, well groomed and attractive. He buys beauty as well as utility—and all available at a municipal tax rate of 76 cents per \$100 of assessed valuation. This 76 cents includes 10 cents per \$100 for the purposes of community promotion and advertising and 2 cents for the retirement of the \$44,000 in general bonds.

Fire Dept. Efficiency and Apparatus Keep Local Insurance Rates Lowest

Torrance residents are justly proud of the fire department. Through a volunteer organization, it is equipped with the very latest apparatus for the quenching of blazes, is extremely efficient and well trained, and holds the respect of the whole city.

This is of vast importance to a resident. He may feel secure against dangerous fires. And because of the splendid department and apparatus his fire insurance rates are low—and it is promised that they will be still lower when an adjustment is made on account of the big new combination apparatus recently purchased.

Government of Torrance Gets Highest Praise

"None Better in Southern California," Say Investigators After Survey

Torrance is a well-governed city. This is indicated by the fact that there never has been a recall election in the city, by the praise for various departments coming from impartial auditors, by the low tax rate in Torrance, the cleanliness of the streets, the lack of crime, and the general attendance of city officials to duty.

Torrance is a Sixth Class city, incorporated under the laws of the state of California. The government is directed by a Board of Trustees, consisting of five members, elected by the people.

Members of the Board of Trustees act as committeemen over each department, although each, too, is managed by an executive. A city recorder presides over the municipal court. His jurisdiction is the same as that of a justice of the peace.

City Owns Much Land

The city owns, in addition to its parks, a splendid new fire station and a city hall, a police department building and a jail, a large warehouse and stables, a tract in the east and which is under lease to a private concern, and a large corner at Cravens avenue and El Prado, the future site of a municipal building, whenever such a structure is required.

Evidence of the satisfaction of the residents of Torrance with their government is seen by the fact that City Clerk A. H. Bartlett, who is most of all city officials in contact with the public, was not opposed for re-election at the last balloting. This city is operated on a businesslike budget system, and heads of all departments are compelled to check expenditures each month against the budget.

Tax Rate Slashed

The present Board of Trustees was elected on an economy platform. How well they kept their promise is shown by the fact that they pared the city budget and cut the municipal tax rate from 98 cents to 71 cents per \$100 of assessed valuation. Then the people, by a large majority, voted an additional 5 cents per \$100—for a total of 10 cents per \$100—for civic promotion work, and the new tax rate is 76 cents per \$100—a decrease of 22 cents, even with 10 cents allotted for promotion.

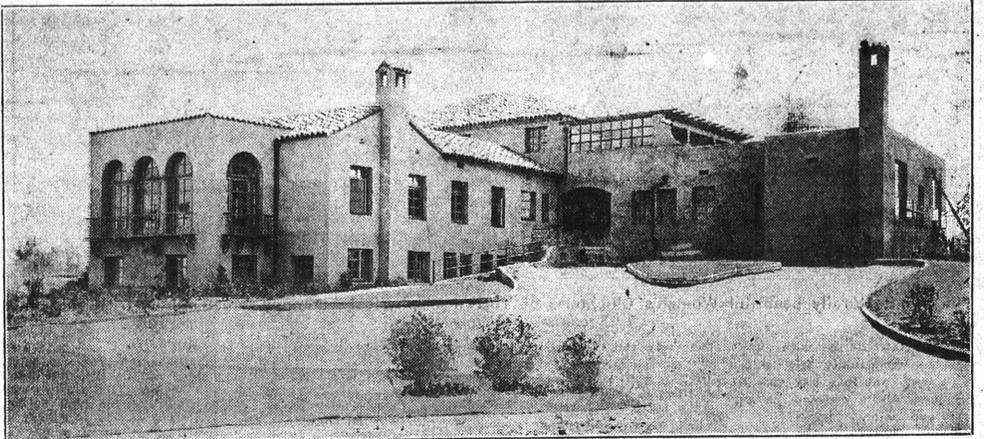
High Praise for City

The firm of Eberle and Riggelman, engineers and consulting economists, said this of the Torrance municipal government: "There is a general satisfaction with the government among the citizens. This seems to be a traditional policy of business administration rather than political administration. The advantages of such a system are obvious. No other city in Southern California has a more satisfactory system of representative government than the town of Torrance. It is worth while from numerous aspects to live in a well-governed city."

MODERN JARED SIDNEY TORRANCE MEMORIAL HOSPITAL, WELL ADMINISTERED, BEAUTIFUL, WELL EQUIPPED AND ENDOWED, IS GREAT ADVANTAGE TO TORRANCE RESIDENTS



Looking toward the front of the hospital from the Women's Clubhouse on Engracia Avenue



The ambulance entrance to the hospital from El Dorado avenue.

One of the factors that make a city a good place in which to live is a modern hospital, properly administered.

This Torrance has in the Jared Sidney Torrance Memorial Hospital—probably the most beautiful as well as the best equipped institution for the care of the sick that any city in the Southland can boast.

It is not the intention in this article to delve into history. We are concerned mainly with what exists today to make Torrance a good residence city. But it is necessary in dealing with the Jared Sidney Torrance Memorial Hospital to pass briefly over the history of that institution.

Can Make No Profit

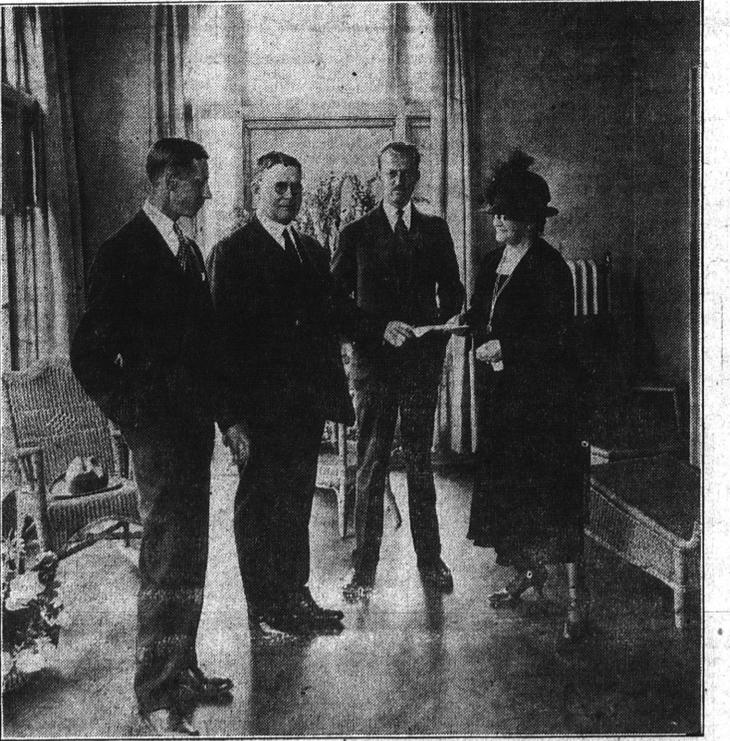
In most cities the size of Torrance, which have a hospital at all, the institution is privately owned and is operated for the purpose of making a profit. This is not true in Torrance. The Torrance Hospital Association, which is the corporation owning the hospital, cannot make a profit. Jared Sidney Torrance was the man who visioned the Modern Industrial City. In shaping plans for what he considered a complete modern community he naturally included a modern hospital.

Heirs Build Hospital

So early in the development of the Torrance plan he caused to be organized the Torrance Hospital Association. No hospital existed then, but he desired that a corporation exist which should own and govern the hospital when it was built.

Volume Dictates Rates

From these facts it will be readily seen that the hospital will continue to operate at lower and lower rates to the people of Torrance, as the population of the city grows and the number of patients at the institution increases. Considerable charity work is done by the Jared Sidney Torrance Memorial Hospital. But wise restrictions are placed on this sort of service. If the hospital accepts a patient without charge, the attending physician cannot impose a fee. Charity is extended by the hospital only to persons who reside within a three-mile radius of the hospital, and each charity case is investigated.



When Mrs. Jared Sidney Torrance presented to Dr. J. S. Lancaster, former president of the Torrance Hospital Association, the deed to the hospital. Lewis Torrance and Brian K. Welch, nephews of the late Jared Sidney Torrance, are watching the transfer.

Building and Equipment

The Jared Sidney Torrance Memorial Hospital is located on the most slightly spot in Torrance, facing southeast on Engracia avenue. Standing well back from the street on high ground, the structure affords a splendid view of the city and surrounding territory. Of Spanish style architecture, the building is of rose color with mottled tile roofing, and surrounded by grounds, walks and driveways designed and landscaped by professional gardeners. On the right of the main entrance is the office with complete equipment, including a telephone switchboard and a radio control, both of which are connected with every room in the hospital. On the left is a waiting room for the public, comfortable appointed and provided with a telephone booth.

Promote Human Side

Some hospitals are just hospitals—efficiency machines for the care of the sick and injured. The are devoted to single, double and four-bed rooms, providing a capacity of 32 beds. In these wings also are a diet kitchen, connected by a dumb waiter with the main kitchen, delivery rooms, the nursery (which is lighted from the floor so that no glaring light will reach babies' eyes), doctors' room, nurses' room, major and minor operating rooms, and the sterilizing rooms. The X-ray department is equipped with the latest Wampler X-ray unit. The operating rooms are in glazed tile and provided with the most modern equipment.

Marketing Hub of Whole Area Is in Torrance

Fair Prices. Good Service Make Living Costs Low In Modern City

The hub of the district in which it is located, Torrance rapidly is becoming the trading center for the whole area. On other pages of this edition appear pictures of many of the places of business in Torrance. To the casual observer the business district in Torrance is not well built up. This mistaken impression is due to the fact that the business district of Torrance, which is zoned for business alone, was originally designed so that all parts of the residence district would be equidistant from the business area.

The residence district spreads out like a fan from the business district, which in turn is separated from the industrial district by artificial barriers. By placing the business district between the industrial area and the residence district the planners of Torrance protected dwellings from industry and industry from dwellings, an excellent consummation.

Would Be Impressive

If all the business houses in Torrance were placed in one group the result would be an imposing looking commercial section. But the fact that they are scattered throughout the business zone is a distinct advantage to residents of all parts of Torrance.

More than that, the holding to the business zone guarantees that Torrance population will not outgrow the territory available for business.

Prices Are Fair

Several statements taken from the report of this survey follow: "Practically all groceries purchased in Torrance are secured from local merchants." "We interviewed about 65 people and checked prices on a number of staple commodities and found them to be either the same or lower than in Los Angeles. Furthermore, we found that the sales service in Torrance was superior to that received in the city. When Torrance is compared with the other communities visited, with the exception of Los Angeles, Vernon, San Diego and Oakland, it is found that retail prices are somewhat lower in Torrance than in any of these 'towns.' (The survey included almost every city in the county.)

Torrance Free From Crime Records Show

Police Department Voted Efficient in Patrol of Entire City

EXPERTS PRAISE TOWN Survey Shows Torrance Is One of the Best Ordered Cities in Southland

That police protection in Torrance is not only adequate but provides excellent insurance against crimes against persons and property is established by the fact that the criminal records of the city of Torrance are practically clear of major violations. Even minor offenses against property and persons are few.

The department is under the direction of a committee of the Board of Trustees, which acts as advisor to City Marshal Jerry Calder. The policy of the department has never been to swell the coffers of the municipality through activity of the police. Many small cities make wholesale arrests in minor traffic violations cases whenever the city cash balance runs low. Torrance never has adopted this policy. This does not mean that speeding and reckless driving is countenanced, but that for first offense minor violations reprimands sometimes do more good than arrests.

Experts Praise City

Streets in the residence district are patrolled at night at regular intervals. The business district is amply protected day and night. In an impartial civic and industrial survey of Torrance the firm of Eberle and Riggelman, engineers and economists, stated as follows regarding Torrance police conditions: "There was no town visited which seemed to have better order than Torrance."

"On account of the comparatively low percentage of foreign population in Torrance, there is very little crime in this community, probably less than in any other community visited."

This is an endorsement of which Torrance is proud—for the survey which Eberle and Riggelman made covered almost every community of prominence and many of lesser prominence in Southern California. To residents the absence of crime conditions is a distinct advantage.

DO YOU KNOW

That the Chamber of Commerce conducts a free employment bureau which Torrance industries utilize in their desire to favor local residents when men or women are needed?

Experts Marvel at Healthful Conditions in Torrance Due to Sanitation and Fine Drainage

From the standpoint of sanitation and health Torrance is unsurpassed in the whole Southwest.

This is not a haphazard statement. It is based on the authoritative statements of experts in such matters. The housewife is naturally interested, for reasons of domestic efficiency and convenience in the disposal of refuse. The city of Torrance contracts for this service by the year. Garbage and household refuse, such as cans, are collected twice a week. The service has been subjected to practically no complaint such as prevails in many communities.

In many districts in the southwestern part of Los Angeles County residents must dispose of their own refuse in pits or rely on intermittent service from irresponsible collectors.

For the residents of Torrance the municipal authorities provide excellent service.

No Cesspools

There are no cesspools in the residence district of Torrance. An adequate sewage disposal system does away with the necessity of digging cesspools. Sewers, laid in the alleys and not under the pavements, carry sewage to large septic tanks. After septic treatment the effluent is disposed of on the municipal sewer farm, east of the city. This service, like the garbage and refuse disposal system, is paid for out of the city's extremely low general tax without added cost to the resident.

Provision for future disposal of sewage from Torrance in the Pacific Ocean have been made. Torrance is part of District No. 5 of the great Los Angeles County metropolitan sewer system. Bonds for the construction of two great trunk lines—a treatment plant, and an outfall sewer to the ocean already have been voted and sold. When this giant system is completed—in about two years—Torrance will merely build a small connecting sewer and hook into the big system.

Unlike other communities in the district, Torrance will not be compelled to build its local sewer system before taking advantage of the service of the big trunk and disposal system. The local system is already in existence and operation. Thus future residents of Torrance, and those here now, will not be

obliged to pay a heavy special assessment in the future for a local sewer system.

The Torrance municipal health department is part of a district serving several cities, including Redondo Beach, Manhattan Beach, El Segundo, and Hermosa Beach. This department supervises health conditions in Torrance, under the general direction of Los Angeles County's health department.

Monthly reports of health conditions here during the past three years have won the praise of county health authorities for the healthful condition of residents of Torrance. When epidemics have been rampant in other communities near by Torrance has not been affected.

There was not one case of smallpox in Torrance during last year's epidemic.

The extremely healthful conditions in Torrance are attributed, to the excellent drainage conditions and the prevailing westerly breeze that keeps the air so pure.

No Stagnant Water

Jared Sidney Torrance selected the site for this modern city with an eye to health. Situated on level ground, Torrance is never inundated in any part during heavy winter rains. Stagnant water breeds disease. Torrance never has any stagnant water. It drains off even after a heavy storm in a few hours.

Conditions of health are important to residents of a community, particularly to those who have children. With excellent refuse disposal and sewage disposal systems, with conditions that naturally combat disease, with a climate that is unsurpassed in all seasons, Torrance offers security to her people against epidemic and sickness.

It's a Fact—

That all the industries of Torrance desire their employees to live in the city where they work?

That people of a large area west of Torrance last year voted to annex to Torrance because Torrance taxes were lower than these people were paying in an unincorporated area in Los Angeles County?